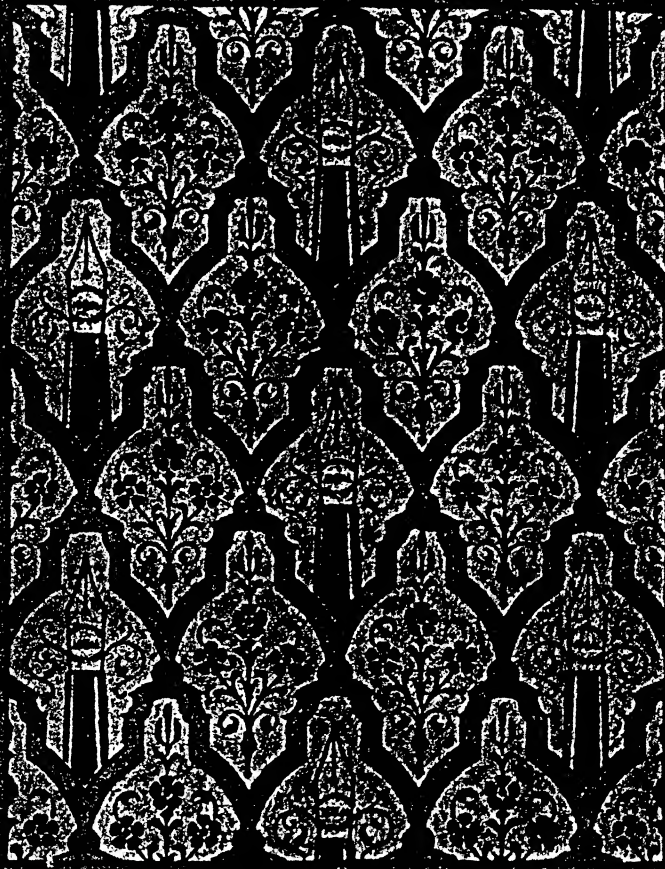


Waterman's  
Ideal  
Fountain Pen



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**TO DEALER**



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*Please put this catalogue in your show case drawer and keep it there for reference*

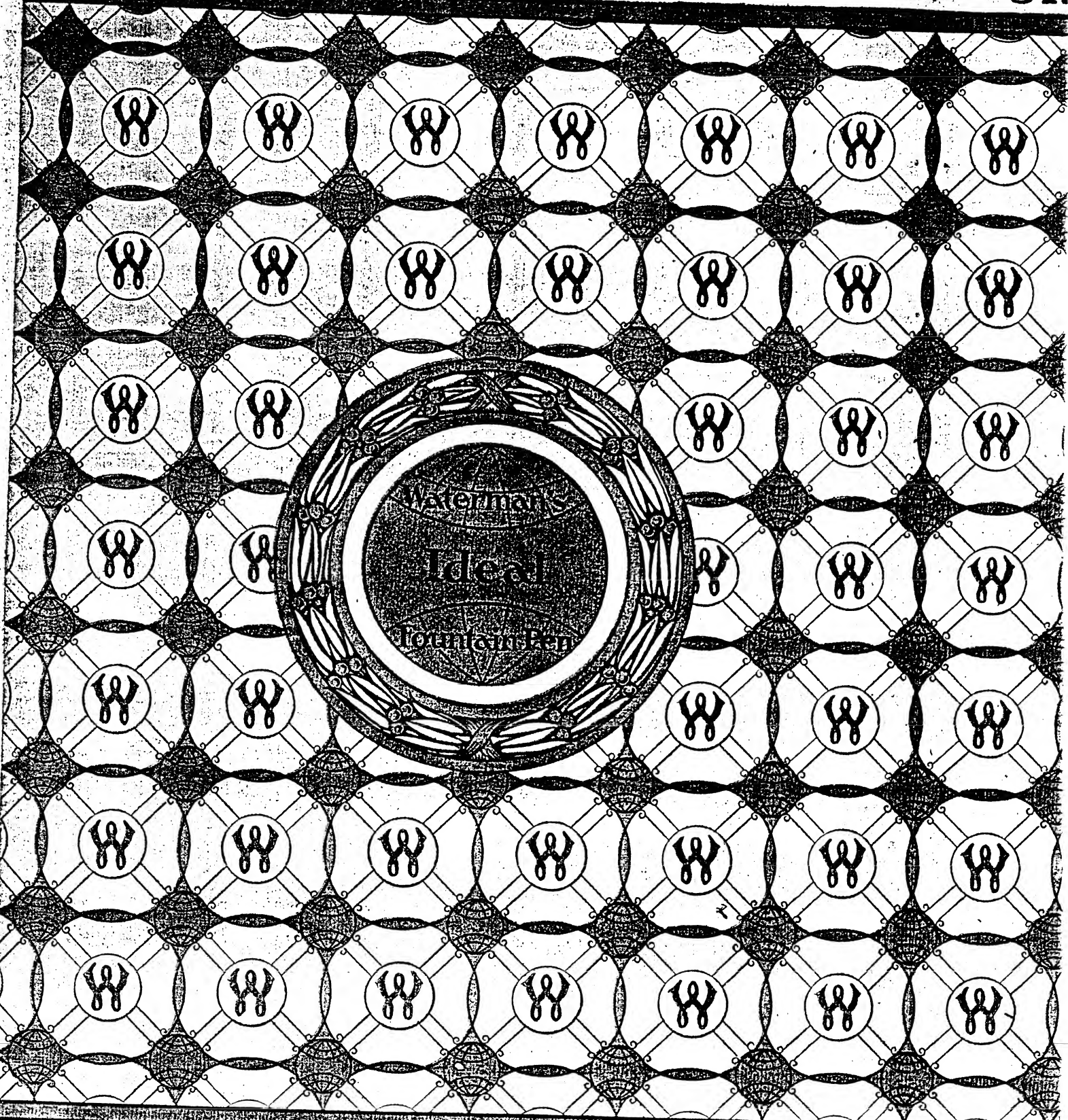
*S. B. Waterman Co.*

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FILE DISCOUNT SHEET SEPARATELY

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The Standard of the World

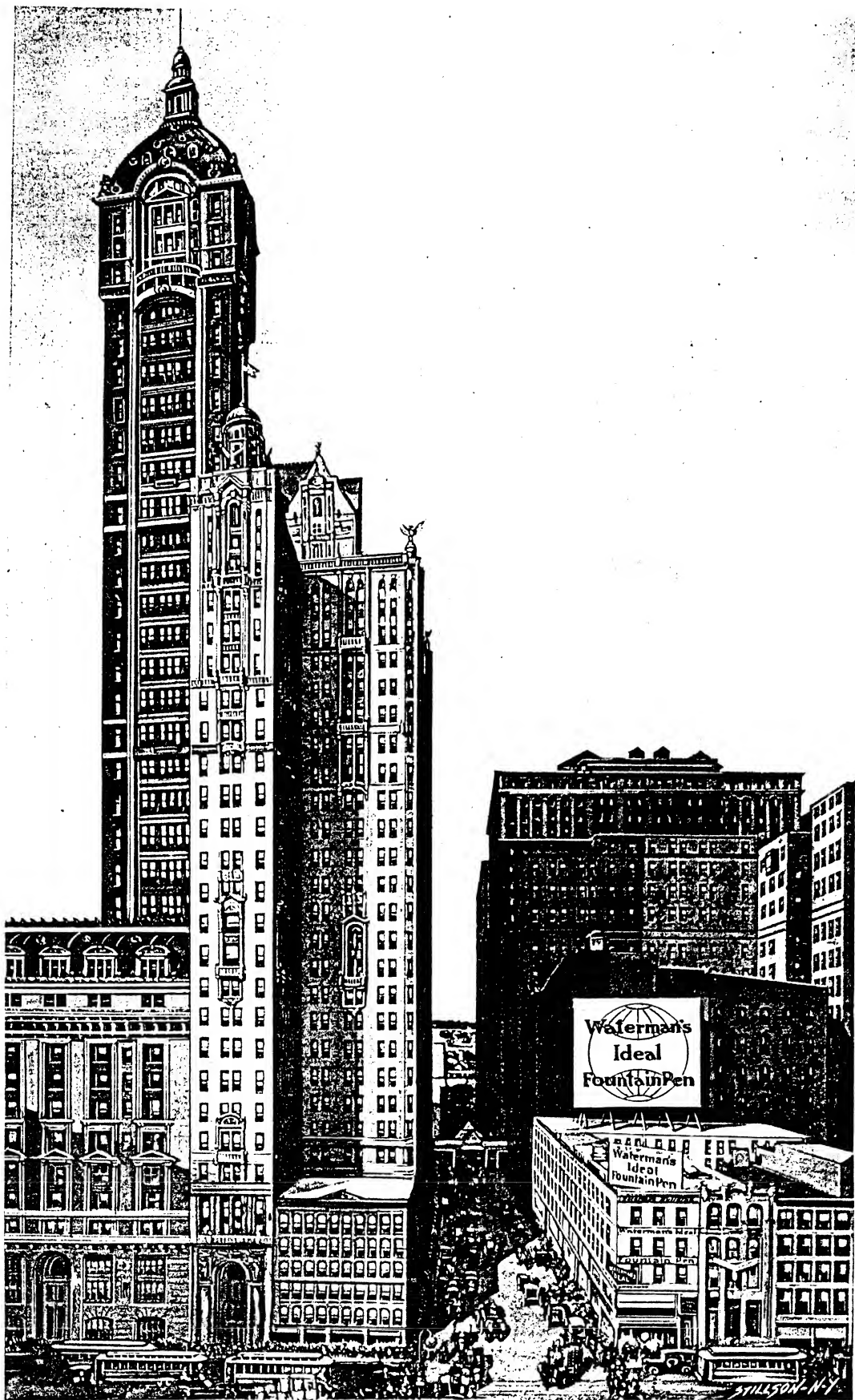


Waterman's Ideal Fountain Pen

Wat

Copyright, 1908, by  
L. E. Waterman Company  
New York





Broadway, corner Cortlandt Street, New York

# Waterman's Ideal Fountain Pen



*W. L. Waterman Co., 173 Broadway*

Broadway "The Pen Corner" Cortlandt St.

New York, U. S. A.

Boston Chicago San Francisco Oakland Montreal

London, E. C.  
Vienna

Paris  
Santiago

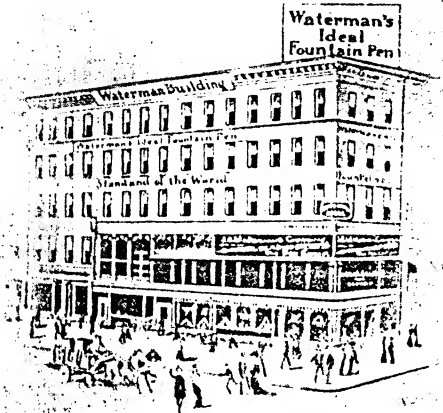
Milan  
Buenos Ayres

Dresden  
Mexico, D. F.

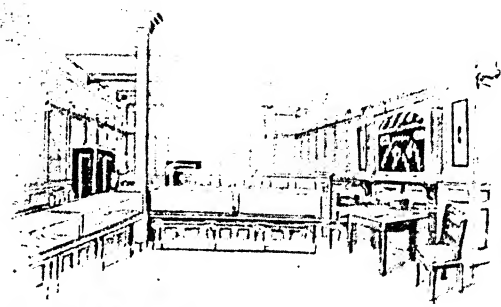
Gold Pen Factories: New York City

Ink Factory: Brooklyn, N. Y.

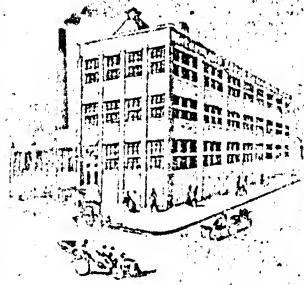
Rubber Factory: Seymour, Conn.



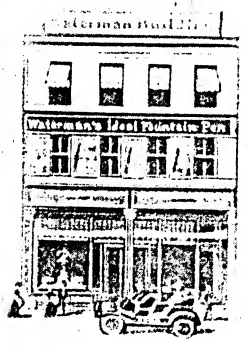
NEW YORK STORE



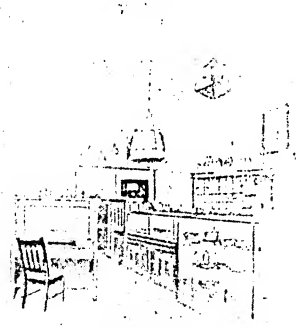
BOSTON



CANADIAN FACTORY



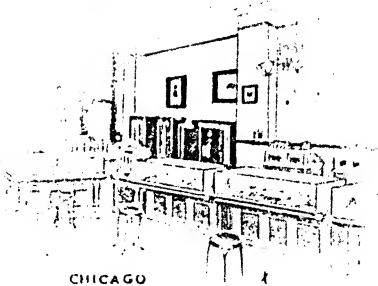
MONTREAL



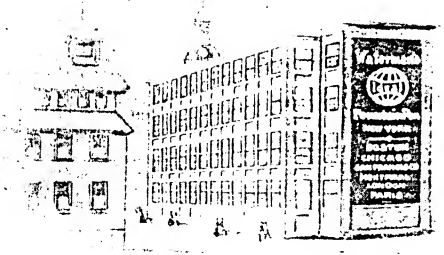
SAN FRANCISCO



LONDON



CHICAGO



RUBBER FACTORY



NEW YORK FACTORY







**M**ANY of the world's great achievements originated in a dream. First comes the appreciation of a great universal need; next, the dream solution; and, sometimes, though infrequently, there follows the realization—often after the dreamer is no more. Mr. L. E. Waterman, inventor of Waterman's Ideal Fountain Pen, was one of such, but he lived to see the development of many of his plans.

First there came to him an appreciation of the world's need. Here was all mankind a slave to the ink bottle. The time and energy, throughout the world, wasted in the dipping of pens in ink was almost beyond calculation. The "dip pen" was ever inconvenient and unready. There was every reason why mankind should be supplied with a pen that required no dipping.

Fountain pens had been known for many years, but, as they had not given satisfactory service the world would have none of them, and the journeys of millions of pens, from paper to ink bottle, continued.

Mr. Waterman saw the need and realized that the fountain pen would fulfil it if made to give satisfaction, and resolved to make the pen as it should be made.

The fountain pen was not invented by Mr. Waterman, but the application to the fountain pen, of the principle of the feed of the split reed, was originated by him, and to him is due the credit for making the fountain pen a practical writing instrument.

When, in 1883, he had completed his first pen, he termed it "Ideal". Now this was, and ever has been, more than word, as there is always an ideal to be maintained in the making of Waterman's Ideal Fountain Pens; the ideal being to make a pen which gives perfect service to the average man.

So in making his pen Mr. Waterman made it simple and of the fewest parts possible. He knew that ink was a difficult and dangerous liquid to carry in the pocket, and that even a small amount of it could cause damage out of all proportion to the quantity employed. He knew also that as most ink dries it forms a gum, which, in time, resolves itself almost into cement.

He refused, therefore, to entertain any of the ingenious ideas which, in manufacture, promised the millennium in fountain pens, and which would have fulfilled it if the pen were to contain water instead of ink.

The Ideal must stand for simplicity, safety and service.

The making of a superior article is only one-half of the battle. When Mr. Waterman had produced a fountain pen that would give perfect service, there was no disposition on the part of the public to rush in and buy it. They were sold, a pen at a time, only by the most strenuous effort.

Mr. Waterman believed, however, that his pens were his missionaries. The Ideal was rigidly adhered to; the pens gave satisfaction, and their owners, with unstinted praise, helped to make Waterman's Ideal pen far easier to sell.

An ideal established in the making was followed by an ideal in selling. In order to pay the rental of the modest quarters which he occupied, Mr. Waterman was obliged to sell pens; but he was unwilling to hold the money of the person who was dissatisfied with the purchase. Every buyer fully understood "If your pen does not suit you, bring it back and exchange it, or we will return your money." Such a business was bound to grow, and grow it did. When the receipts finally began to exceed the expenditures, Mr. Waterman began to advertise in a modest way, and to employ salesmen as the business increased. As the results of the selling force became more effective, relations with the trade assumed increasing importance. Thus, was the Ideal broadened to include relations with the dealer.

Mr. Waterman had observed the tendency to cut the price on advertised articles, and realized that price-cutting not only robbed the dealer of his legitimate profit, but destroyed his incentive to push the goods and give the necessary care. He resolved that his business should not suffer from this practice. In this, however, there were difficulties to be surmounted. It was unfair for the dealer to sign a rock-ribbed agreement not to cut prices on goods he had purchased,

when there was a possibility that he would not be enabled to sell them at list prices. Therefore, Mr. Waterman announced that he would sell only to dealers who would agree to maintain prices, and that he would buy back any, or all, unsold pens in stock, at the full price paid for them.

Here, then, was a three-sided Ideal: to make an Ideal writing instrument, and to hold Ideal relations with the public and with the trade. The business, launched with this fairness and energy by Mr. Waterman, soon showed, in the hands of his successors, the results which were confidently expected.

In twenty-four years the business has progressed from one with desk space in a cigar store, in Fulton Street, to the occupancy of two entire buildings of thirty-one thousand square feet of floor space, on one of New York's greatest corners. The corner of Broadway and Cortlandt Street is now universally known as "The Pen Corner", owing to its identification with the largest fountain pen manufacturers in the world and their ecumenical advertising. Branch stores have been established in the principal cities of the United States, Canada, Mexico and South America. The ocean has proven to be no barrier, and, from headquarters in London, pens are distributed to the principal cities of Great Britain, and to the branch stores and dealers throughout the continent.

The output has grown from six dozen pens in 1883, until in 1907 the value of pens sold was \$2,500,000.00.

Here indeed, then, is an Ideal and its realization.

Mr. Waterman died in 1901. During the year of his death, in the business which he had inaugurated, pens were sold to the retail value of \$600,000.00; he had received twenty gold medals, each being the highest award for superiority, and, taken all in all, his was one of the finest records attained by any of the great American inventors.

The ideals which have made the past history of Waterman's Ideal Fountain Pen still govern the business. It ever was, is now, and always will be the aim of the L. E. Waterman Company to make and sell a simple and serviceable fountain pen, and to maintain mutually satisfactory business relations with the trade and the public.

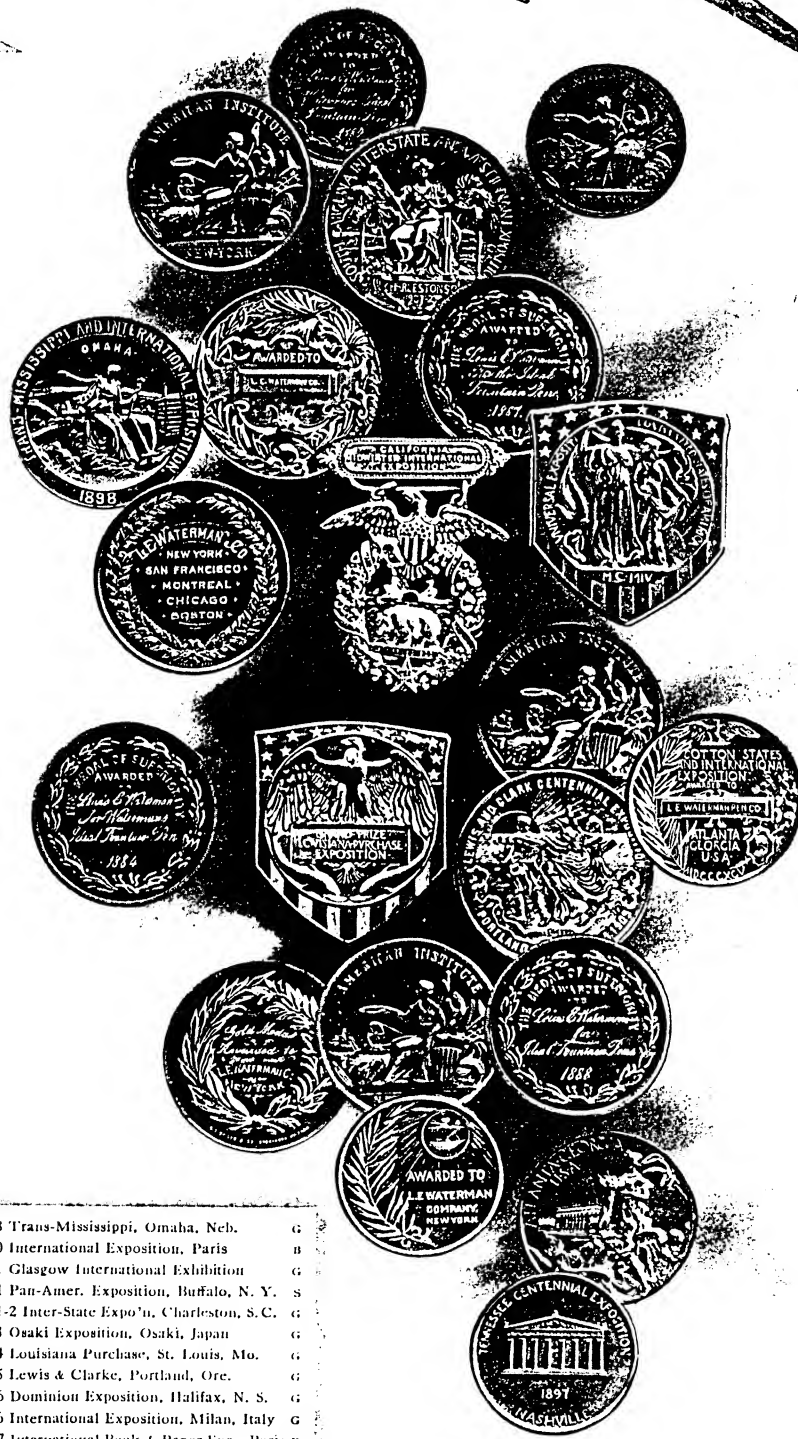
SOME AWARDS RECEIVED IN  
 COMPETITION WITH THE WORLD  
 FROM 1884 TO 1908



- 1883 Mechanics Institute, N. Y., Excellence n
- 1884 Mechanics Institute, N. Y., Superiority n
- 1885 Mechanics Institute, N. Y., Special s
- 1886 Mechanics Institute, N. Y., Superiority n
- 1887 Mechanics Institute, N. Y., Superiority n
- 1888 Mechanics Institute, N. Y., Superiority n
- 1889 Mechanics Institute, N. Y., Excellence n
- 1889 Exposition Universelle, Paris, Highest n
- 1893 World's Col'bian Exposition, Chicago n
- 1894 California Mid-Winter, San Francisco g
- 1895 Cotton States International, Atlanta, Ga. g
- 1897 Tennessee Centennial, Nashville g

Key: n, Bronze. g, Gold. s, Silver

THE NEW YORK PUBLIC LIBRARY ASTOR LENOX TILDEN FOUNDATION



- |  |   |
|--|---|
| 1898 Trans-Mississippi, Omaha, Neb.          | G |
| 1900 International Exposition, Paris         | B |
| 1901 Glasgow International Exhibition        | G |
| 1901 Pan-Amer. Exposition, Buffalo, N. Y.    | S |
| 1901-2 Inter-State Expo'n, Charleston, S. C. | G |
| 1903 Osaka Exposition, Osaka, Japan          | G |
| 1904 Louisiana Purchase, St. Louis, Mo.      | G |
| 1905 Lewis & Clarke, Portland, Ore.          | G |
| 1906 Dominion Exposition, Halifax, N. S.     | G |
| 1906 International Exposition, Milan, Italy  | G |
| 1907 International Book & Paper Exp., Paris  | B |
| 1907 Jamestown Exposition, Norfolk           | G |

Key: B, Bronze. G, Gold. S, Silver

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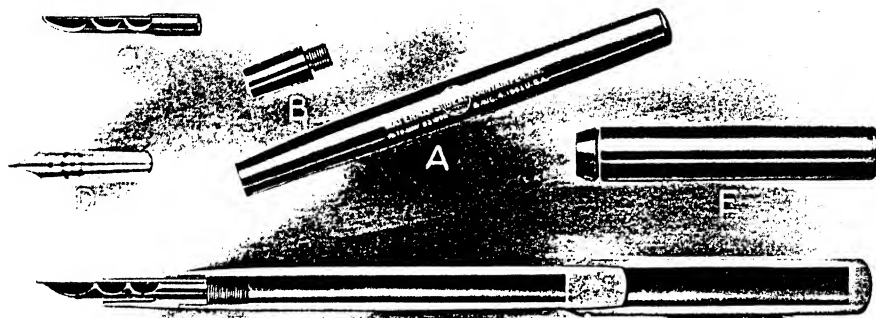
*S. I. Waterman*

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# S I M P L I C I T Y

*"To be simple is to be great."*—EMERSON

Five Simple Parts. The highest grade materials manufactured, by the best of skilled craftsmen, into five simple yet mechanically perfect parts, carefully assembled in a technical manner, have made Waterman's Ideal "The World's Standard Writing Instrument."



The four rubber parts are made from the very finest grade of Para rubber that can be bought by our representatives visiting the South American forests. In process of manufacture, these parts pass through no less than 130 careful operations, each being the work of the highest class of skilled mechanics.

**The Barrel, Section A,** bears our trade mark—your guarantee—and is finished in a very high polish, and made with the largest possible ink capacity.

**The Point Section, Section B,** in which the gold pen and spoon feed are carefully fitted, screws firmly into the barrel, leaving no shoulder whatever, at the joint.

**The Spoon Feed, Section C,** is described on following page.

**The Gold Pen, Section D,** is made of 14-kt. gold, by a well-trained corps of skilled mechanics, who have devoted a lifetime to the art of evolving this product of the craftsman's skill. The gold pen, from start to finish, passes through 80 operations and, upon completion, is absolutely perfect. Being hand-tempered and the point tipped with specially selected iridium—the hardest known metal—renders the point permanently durable, and never-changing in its character.

**The Cap, Section E,** is finished exactly like the barrel, and fits over the pen point and section, gripping the barrel firmly.

The five parts are carefully assembled, in a separate department, then minutely inspected; and the finished pen, having passed this department, bears our permanent guarantee.

Thus, has been made possible the combination of pen and ink into one, designed to be carried by the writers of the world, and to serve them faithfully and continually.

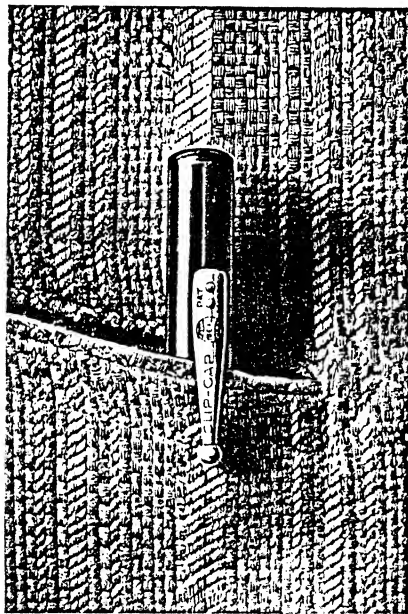
## CLIP-CAP and the SPOON FEED

The Spoon Feed and the Clip-Cap. Two distinctive L. E. Waterman Company patented features which made possible the wonderful success and ecumenical use of Waterman's Ideal. Each serves to attain a superiority that has never been reached in any other writing instrument, in the world.

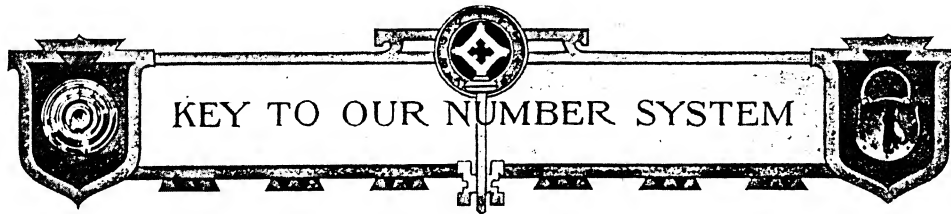
The Spoon Feed, with its various grooves and pockets, is made solid, from a perfect piece of the best vulcanized Para rubber. It removed the last objection that was ever pronounced in connection with the fountain pen. It regulates automatically, by the act of writing, a capillary flow of ink, to the very point of the pen, as required, and this to the last drop in the barrel. The pockets, being arranged scientifically, hold any surplus flow of ink, which may be caused by the heat of the hand, until carried off in writing, or set back into the barrel, thus eliminating the last possibility of overflow.

The principle is one that is deducted from the split reed—one of the earliest known writing methods of man—and its application, in the Spoon Feed, to the fountain pen, in patents which fully protect it from general use, was founded by Mr. L. E. Waterman.

The Clip-Cap, identified only with Waterman's Ideal Fountain Pen, was designed as the most compact and effective attachment to prevent loss from the pocket, or the pen rolling when laid on any surface. "The Pen with the Clip-Cap" is a phrase now universally known and connected with our pens. Its use and appearance, in the pocket, has become a general fad, but, owing to its service, one that will last forever. This is another of the extremely simple Waterman patents, which may be attached to any of our pens, and, in use, is a positively effective device that firmly grips the pocket, protecting the pen against loss, but allowing it to be very easily and handily removed. In all, it is an exceptionally low rate for fountain pen insurance, that lasts indefinitely.





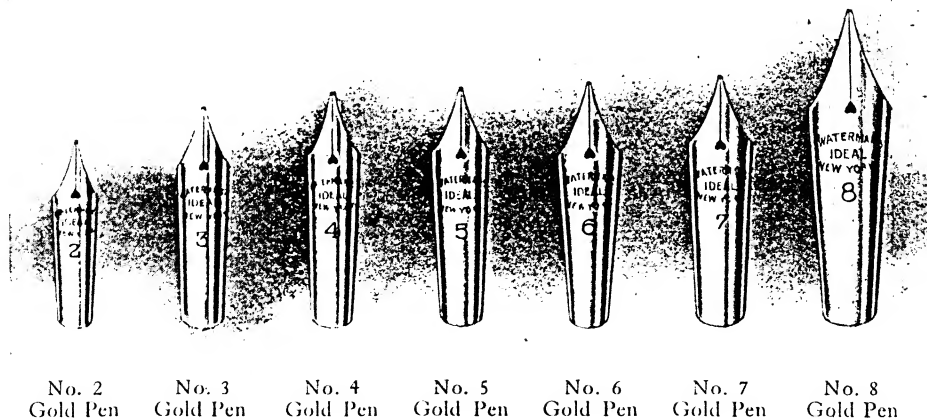


Our simple system of numbering has been planned to aid the trade in the quick determination of a size or style of pen, aiding materially in its sale, as well as in ordering, stock taking, etc. Each figure in the number, on the butt end of every Waterman's Ideal Fountain Pen, invariably represents a fixed size or style of the several parts, as shown below (the numbers are divided into units, tens and hundreds, from right to left).

- 2 *The figure in the Unit Column indicates the size of the gold pen contained in the holder.*
- 22 *The figure in the Tens Column indicates the shape of the holder.*
- 402 *The figure in the Hundreds Column indicates a metal mounting and its style.*
- 0512 *The prefix 0 indicates Gold Filled.*
- 12P *The suffix P indicates Pump-Filling styles.*
- 12V *The suffix V indicates Vest Pocket sizes.*
- 12S *The suffix S indicates Safety styles.*

The *Finish* of the holder or the *Design* of the mounting, however, is always indicated by the addition of a descriptive word; for instance, "Black", "Mottled", etc., on the unmounted pens, "Chased", "Barleycorn", etc., on the mounted pens.

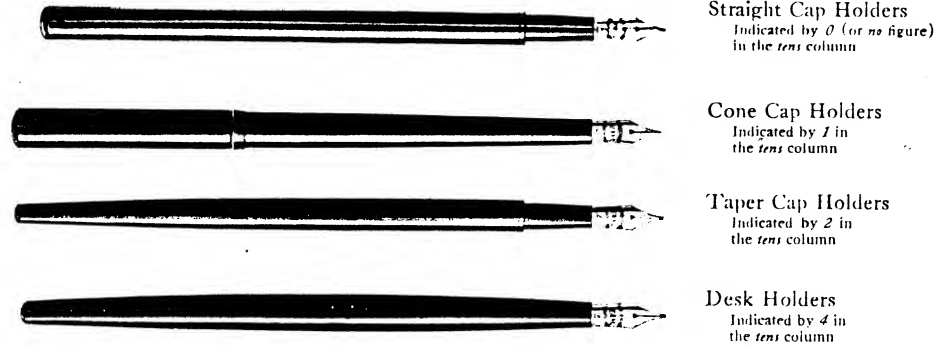
The Size of the Gold Pen  
Is indicated by the figure in the Unit Column of all numbers  
*viz.*: No. 214 carries No. 4 gold pen



No. 2 Gold Pen    No. 3 Gold Pen    No. 4 Gold Pen    No. 5 Gold Pen    No. 6 Gold Pen    No. 7 Gold Pen    No. 8 Gold Pen

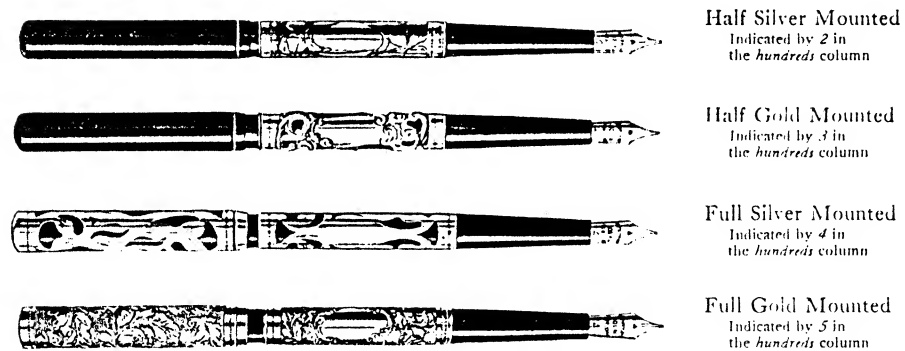
The Shape of the Holder  
Is indicated by the figure in the Tens Column of all numbers

*viz.* : No. 24 would be taper cap  
and a No. 4 gold pen



The Metal Mounting and Its Style are indicated  
by the figure in the Hundreds Column of all numbers

*viz.* : No. 314 would be half-gold-mounted, cone cap  
and a No. 4 size pen

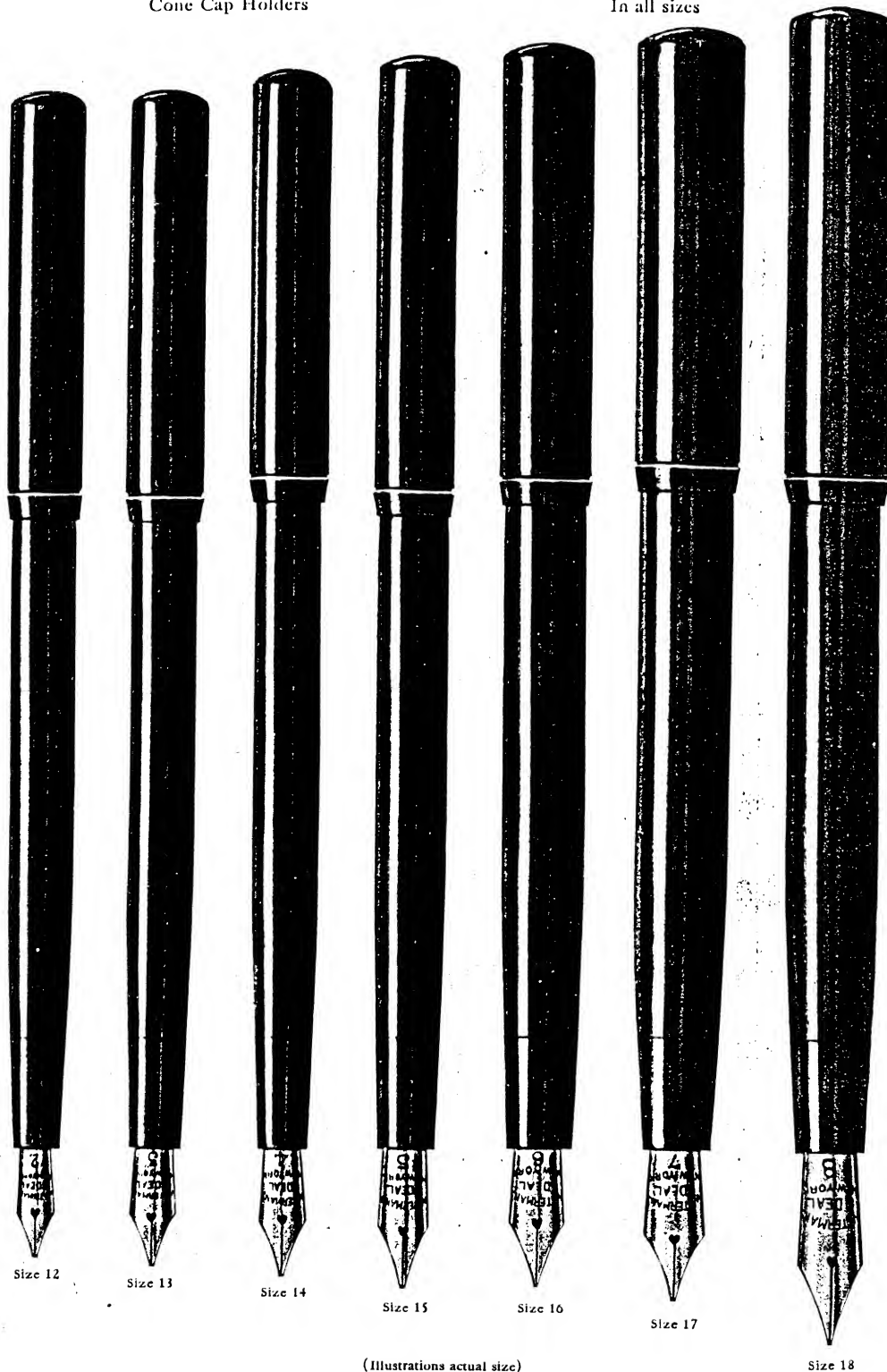


The prefix 0 when included in the number indicates *Gold Filled*  
*viz.* : 0324 would be gold-filled, half-gold-mounted, taper cap, No. 4 size gold pen

On the following pages are reproduced, exactly, illustrations of the various sizes of gold pen points, shapes of the various styles of holders, a complete line of styles and mounting, etc., to which this forms a complete key.

Cone Cap Holders

In all sizes

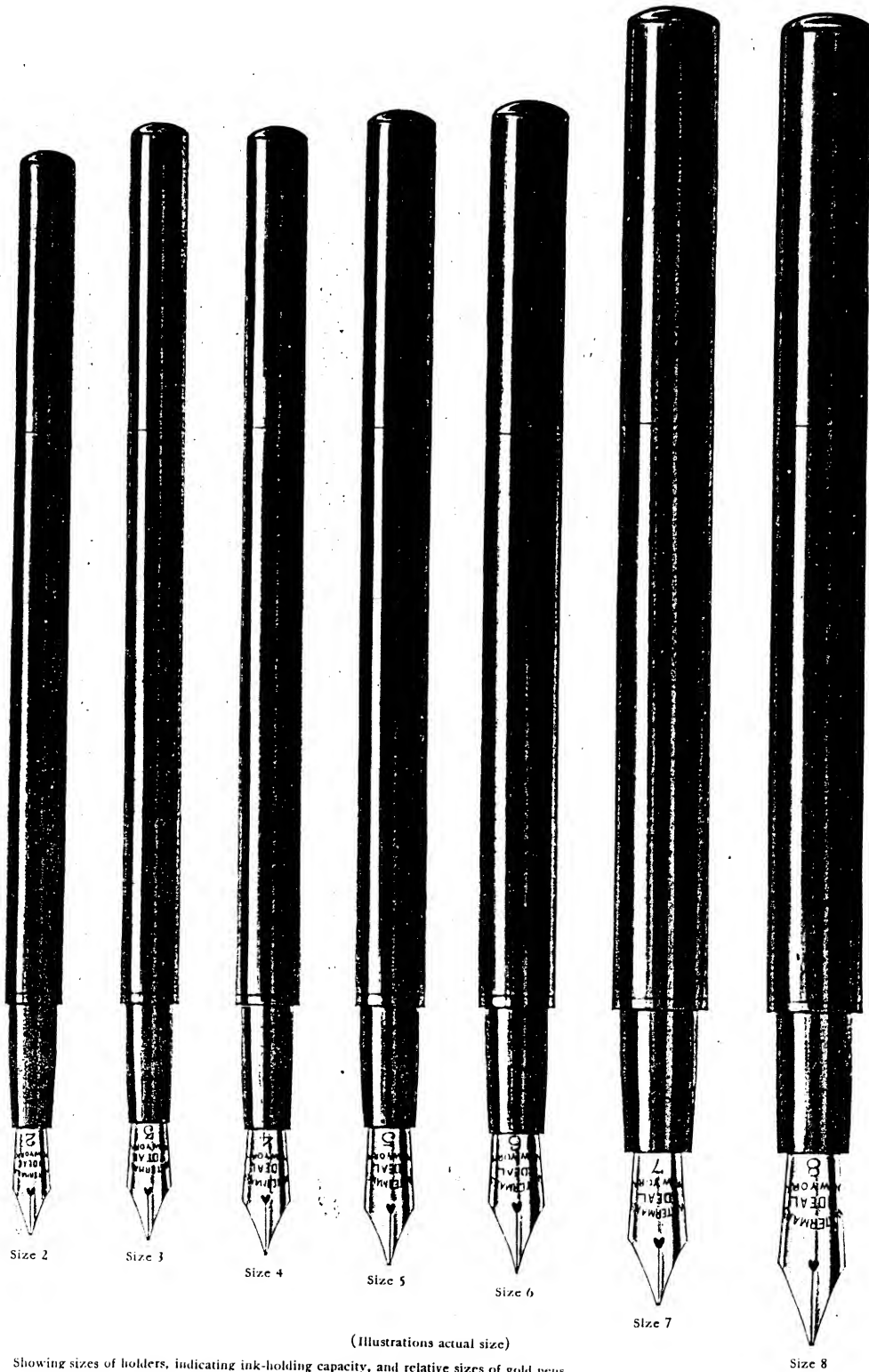


(Illustrations actual size)

Showing sizes of holders, indicating ink-holding capacity, and relative sizes of gold pens

Straight Holders

In all sizes



Taper Cap Holders

In all sizes



Size 22



Size 23



Size 24



Size 25



Size 26



Size 27



Size 28

(Illustrations actual size)

Showing sizes of holders, indicating ink-holding capacity, and relative sizes of gold pens

Straight

Holder



Plain

No. 2.....	\$2.50
No. 3.....	3.50
No. 4.....	4.00
No. 5.....	5.00
No. 6.....	6.00
No. 7.....	7.00
No. 8.....	8.00

Chased

No. 2.....	\$2.50
No. 3.....	3.50
No. 4.....	4.00
No. 5.....	5.00
No. 6.....	6.00
No. 7.....	7.00
No. 8.....	8.00

Mottled

No. 2.....	\$2.50
No. 3.....	3.50
No. 4.....	4.00
No. 5.....	5.00
No. 6.....	6.00
No. 7.....	7.00
No. 8.....	8.00

Hexagon

No. 2.....	\$3.00
No. 3.....	4.00
No. 4.....	4.50
No. 5.....	5.50
No. 6.....	6.50
No. 7.....	7.50
No. 8.....	8.50

Illustrations are size of No. 4

Comparative sizes shown on page 18

Cone Cap

Holders



Plain

No. 12.....	\$2.50
No. 13.....	3.50
No. 14.....	4.00
No. 15.....	5.00
No. 16.....	6.00
No. 17.....	7.00
No. 18.....	8.00

Chased

No. 12.....	\$2.50
No. 13.....	3.50
No. 14.....	4.00
No. 15.....	5.00
No. 16.....	6.00
No. 17.....	7.00
No. 18.....	8.00

Mottled

No. 12.....	\$2.50
No. 13.....	3.50
No. 14.....	4.00
No. 15.....	5.00
No. 16.....	6.00
No. 17.....	7.00
No. 18.....	8.00

Cardinal

No. 12.....	\$2.50
No. 13.....	3.50
No. 14.....	4.00
No. 15.....	5.00
No. 16.....	6.00
No. 17.....	7.00
No. 18.....	8.00

Illustrations are size of No. 14

Comparative sizes shown on page 17

Cone Cap Holder



Threaded

No. 12.....	\$2.50
No. 13.....	3.50
No. 14.....	4.00
No. 15.....	5.00
No. 16.....	6.00
No. 17.....	7.00
No. 18.....	8.00

Illustration is size of No. 14  
Comparative sizes shown on page 17

Taper Cap Holders



Plain

No. 22.....	\$2.50
No. 23.....	3.50
No. 24.....	4.00
No. 25.....	5.00
No. 26.....	6.00
No. 27.....	7.00
No. 28.....	8.00



Chased

No. 22.....	\$2.50
No. 23.....	3.50
No. 24.....	4.00
No. 25.....	5.00
No. 26.....	6.00
No. 27.....	7.00
No. 28.....	8.00



Mottled

No. 22.....	\$2.50
No. 23.....	3.50
No. 24.....	4.00
No. 25.....	5.00
No. 26.....	6.00
No. 27.....	7.00
No. 28.....	8.00

Illustrations shown are size of No. 24  
Comparative sizes on page 19



Straight Holders

Vest Pocket Styles

Cone Cap Holders



Black

No. 2 v.....	\$2.50
No. 3 v.....	3.50
No. 4 v.....	4.00
No. 5 v.....	5.00
No. 6 v.....	6.00



Chased

No. 2 v.....	\$2.50
No. 3 v.....	3.50
No. 4 v.....	4.00
No. 5 v.....	5.00
No. 6 v.....	6.00



Black

No. 12 v.....	\$2.50
No. 13 v.....	3.50
No. 14 v.....	4.00
No. 15 v.....	5.00
No. 16 v.....	6.00



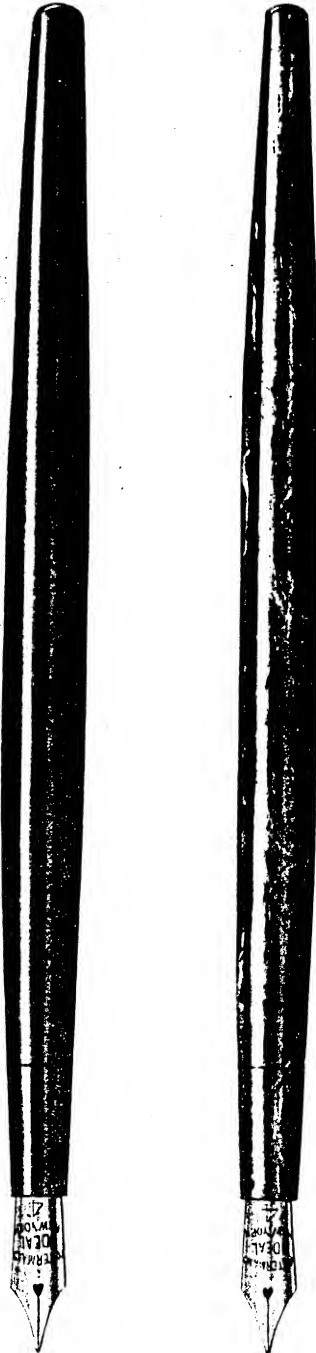
Chased

No. 12 v.....	\$2.50
No. 13 v.....	3.50
No. 14 v.....	4.00
No. 15 v.....	5.00
No. 16 v.....	6.00

Illustrations shown are size of No. 4 v.  
Comparative sizes of pen points on page 18

Illustrations shown are size of No. 14 v.  
Comparative sizes of pen points on page 17

Desk



Plain

No. 43.....	\$3.50
No. 44.....	4.00
No. 45.....	5.00
No. 46.....	6.00

Mottled

No. 43.....	\$3.50
No. 44.....	4.00
No. 45.....	5.00
No. 46.....	6.00



Threaded

No. 43.....	\$3.50
No. 44.....	4.00
No. 45.....	5.00
No. 46.....	6.00

Holders



Sectional View

Showing cap on pen  
All sizes furnished with  
caps at prices as listed

Illustrations are size of No. 44

Comparative sizes indicated on page 19

Cone Cap  
Self-filling

Pump Pens  
Holders



Plain

Chased

Mottled

Sectional View

No. 12 P.....	\$3.00
No. 13 P.....	4.00
No. 14 P.....	4.50
No. 15 P.....	5.50
No. 16 P.....	6.50
No. 17 P.....	7.50
No. 18 P.....	8.50

No. 12 P.....	\$3.00
No. 13 P.....	4.00
No. 14 P.....	4.50
No. 15 P.....	5.50
No. 16 P.....	6.50
No. 17 P.....	7.50
No. 18 P.....	8.50

No. 12 P.....	\$3.00
No. 13 P.....	4.00
No. 14 P.....	4.50
No. 15 P.....	5.50
No. 16 P.....	6.50
No. 17 P.....	7.50
No. 18 P.....	8.50

See page 46 for  
description  
Made also in Cardinal  
at same prices as Plain  
See page 36 for  
Silver Mounted

Illustrations are size of No. 14 P.

Comparative sizes shown on page 17

Gold-mounted

Straight Holders



Plain Bands  
 No. 2 G.M. .... \$3.50  
 No. 3 G.M. .... 4.50  
 No. 4 G.M. .... 5.00  
 No. 5 G.M. .... 6.00  
 No. 6 G.M. .... 7.00



Ribbed Bands  
 No. 2 G.M. .... \$3.50  
 No. 3 G.M. .... 4.50  
 No. 4 G.M. .... 5.00  
 No. 5 G.M. .... 6.00  
 No. 6 G.M. .... 7.00



Chased Bands  
 No. 2 G.M. .... \$3.50  
 No. 3 G.M. .... 4.50  
 No. 4 G.M. .... 5.00  
 No. 5 G.M. .... 6.00  
 No. 6 G.M. .... 7.00



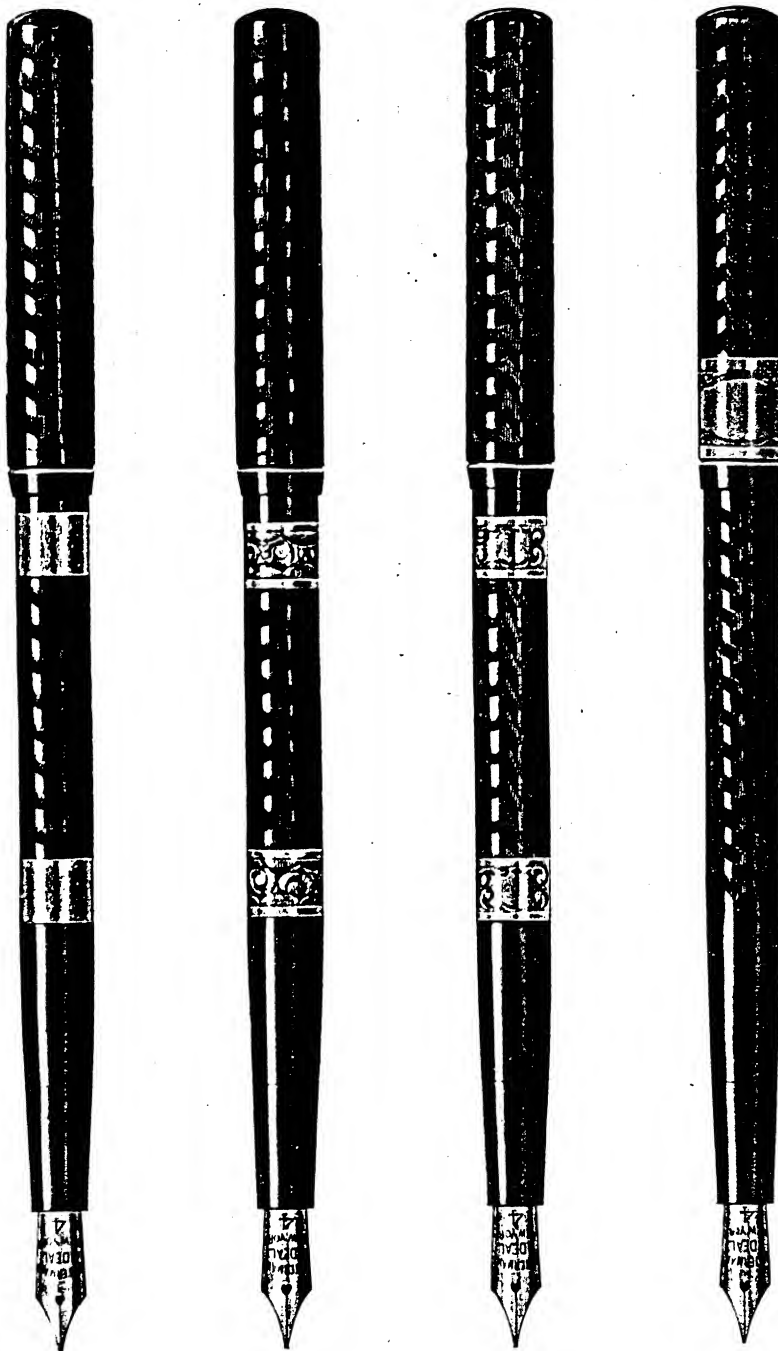
Chased Bands  
 No. 2 V.G.M. .... \$3.50  
 No. 3 V.G.M. .... 4.50  
 No. 4 V.G.M. .... 5.00  
 No. 5 V.G.M. .... 6.00  
 No. 6 V.G.M. .... 7.00  
 Also with Plain Bands

Illustrations are size of No. 4

Comparative sizes shown on page 18

Gold-mounted

Cone Cap Holders



Gold Filled, Plain Bands  
 No. 12 G.M. ....\$3.50  
 No. 13 G.M. .... 4.50  
 No. 14 G.M. .... 5.00  
 No. 15 G.M. .... 6.00  
 No. 16 G.M. .... 7.00

Gold Filled, Chased Bands  
 No. 12 G.M. ....\$3.50  
 No. 13 G.M. .... 4.50  
 No. 14 G.M. .... 5.00  
 No. 15 G.M. .... 6.00  
 No. 16 G.M. .... 7.00

Solid Gold, Chased Bands  
 With Nameplate  
 No. 14 G.M. ....\$8.00  
 No. 15 G.M. ....10.00  
 No. 16 G.M. ....12.00  
 Also with Plain Bands

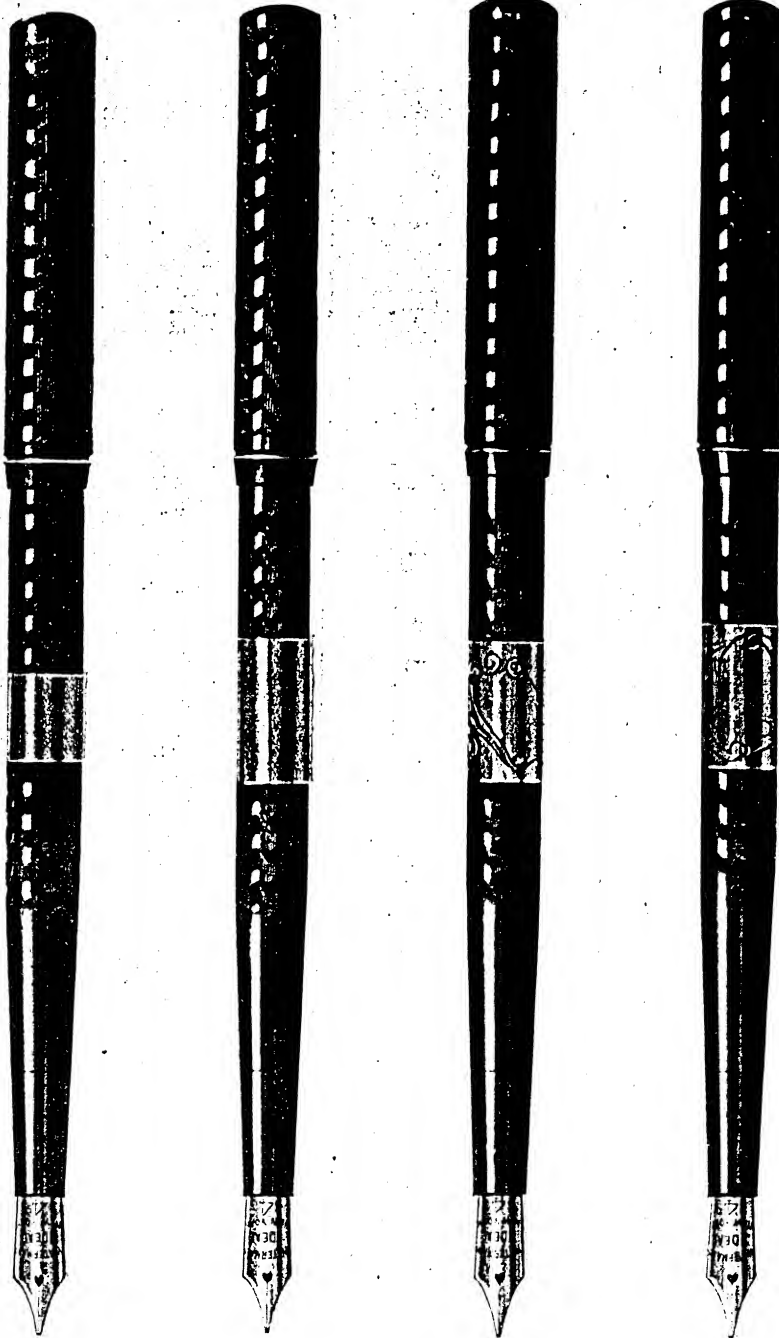
Gold Filled,  
 Chased Band on Cap  
 No. 12 G.M. ....\$3.50  
 No. 13 G.M. .... 4.50  
 No. 14 G.M. .... 5.00  
 No. 15 G.M. .... 6.00  
 No. 16 G.M. .... 7.00  
 No. 17 G.M. .... 8.00  
 No. 18 G.M. .... 9.00

Illustrations are size of No. 14

Comparative sizes shown on page 17

Gold-mounted

Cone Cap Holders



Gold Filled, Narrow Band  
 No. 12 G.M.M.....\$3.50  
 No. 13 G.M.M..... 4.50  
 No. 14 G.M.M..... 5.00  
 No. 15 G.M.M..... 6.00  
 No. 16 G.M.M..... 7.00

Solid Gold, Wide Band  
 No. 12 G.M.M.....\$8.00  
 No. 14 G.M.M.....10.00  
 No. 15 G.M.M.....12.00  
 No. 16 G.M.M.....15.00

Solid Gold, Scroll Band  
 No. 12 G.M.M.....\$8.00  
 No. 14 G.M.M.....10.00  
 No. 15 G.M.M.....12.00  
 No. 16 G.M.M.....15.00

Solid Gold, Pansy Band  
 No. 12 G.M.M.....\$8.00  
 No. 14 G.M.M.....10.00  
 No. 15 G.M.M.....12.00  
 No. 16 G.M.M.....15.00

Solid Gold  
 No. 12 G.M.M.....\$6.50  
 No. 14 G.M.M..... 8.00

Illustrations are size of No. 14  
 Comparative sizes on page 17

Gold-mounted

Taper Cap Holders



Gold Filled, Plain Bands  
 No. 22 G.M. .... \$3.50  
 No. 23 G.M. .... 4.50  
 No. 24 G.M. .... 5.00  
 No. 25 G.M. .... 6.00  
 No. 26 G.M. .... 7.00

Gold Filled, Chased Bands  
 No. 22 G.M. .... \$3.50  
 No. 23 G.M. .... 4.50  
 No. 24 G.M. .... 5.00  
 No. 25 G.M. .... 6.00  
 No. 26 G.M. .... 7.00

Solid Gold, Chased Bands  
 With Nameplate  
 No. 22 G.M. .... \$6.00  
 No. 24 G.M. .... 8.00  
 Also with Plain Bands

Gold Filled, Plain Band  
 No. 22 G.M.M. .... \$3.50  
 No. 24 G.M.M. .... 5.00  
 Solid Gold, Plain Band  
 No. 22 G.M.M. .... \$6.50  
 No. 24 G.M.M. .... 8.00

Illustrations are size of No. 24

Comparative sizes are shown on page 19

Half Silver Covered

Cone Cap Holders



Lace  
No. 214.....\$8.00



Rose Wreath  
No. 214.....\$8.00



Heavy Flower  
No. 214.....\$8.00  
In Rose  
or Lily Pattern



Fetched  
No. 212.....\$5.00  
No. 214.....7.00  
No. 215.....8.50  
No. 216.....9.50  
No. 217.....11.00  
No. 218.....12.00

Illustrations are size of No. 214

Comparative sizes on page 17



Half Silver Covered

Taper Cap Holders



Barley Corn  
 No. 222.....\$4.00  
 No. 224..... 7.50



Cable Chased  
 No. 222.....\$6.00  
 No. 224..... 9.00



Indian Scroll  
 No. 224.....\$9.00



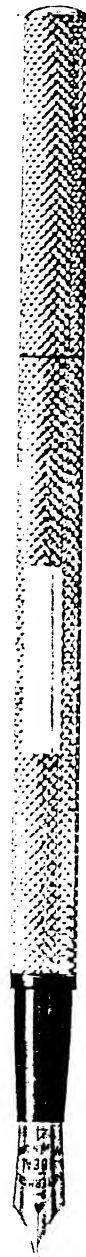
Rose Wreath  
 No. 224.....\$9.00

Illustrations are size of No. 224

Comparative sizes on page 19

Half Silver Covered  
Taper Cap Holders

Full Silver Covered  
Straight Holders



Golph  
No. 224..... \$9.00

Chased  
No. 222..... \$6.00  
No. 224..... 8.00

Plain  
No. 402..... \$5.00  
No. 404..... 8.00

Barley Corn  
No. 402..... \$5.00  
No. 404..... 8.00

Illustrations are size of No. 224  
Comparative sizes shown on page 19

Illustrations are size of No. 404  
Comparative sizes shown on page 18

Full Silver Covered

Straight Holders



Puritan

No. 402.....\$7.50  
No. 404.....10.00



Golph

No. 402.....\$7.50  
No. 404.....11.00



Chased

No. 402.....\$7.50  
No. 404.....10.00



Indian Scroll

No. 404.....\$11.00  
Also in Solid Gold  
No. 504.....\$45.00

Illustrations are size of No. 404

Comparative sizes shown on page 18

Full Silver Covered

Straight Holders



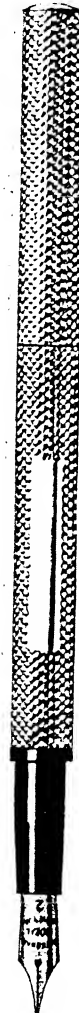
Heavy Flower  
No. 404.....\$12.00



Repoussé  
No. 404.....\$11.00



Cable Chased  
No. 402.....\$7.50

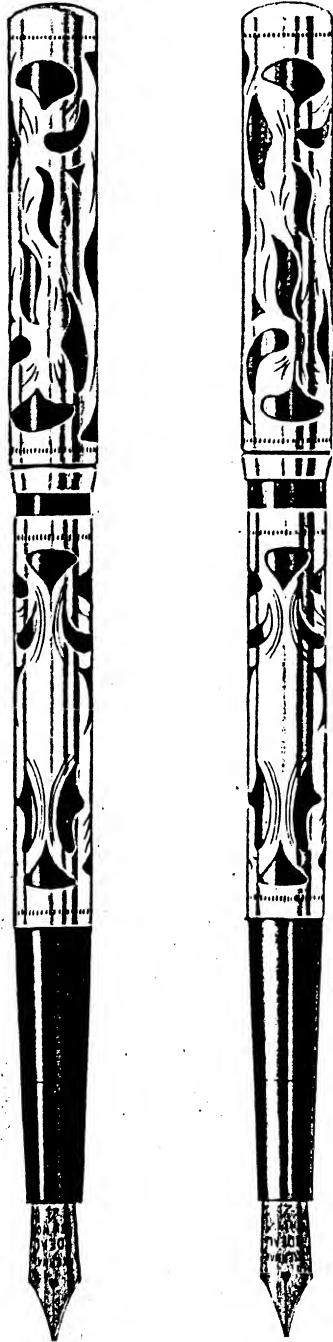


Barley Corn  
No. 402 v.....\$5.00

Illustrations are size of Nos. 404 and 402

Comparative sizes shown on page 18

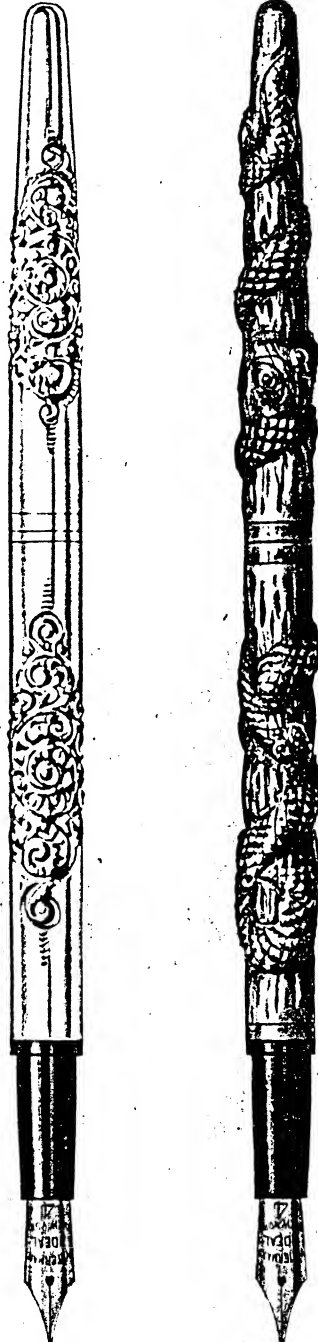
Full Silver  
Cone Cap Holders



Filigree, Black		Filigree, Cardinal	
No. 412.....	\$5.00	No. 412.....	\$5.00
No. 414.....	7.00	No. 414.....	7.00
No. 415.....	8.50	No. 415.....	8.50
No. 416.....	9.50	No. 416.....	9.50
No. 417.....	11.00	No. 417.....	11.00
No. 418.....	12.00	No. 418.....	12.00

Illustrations are size of Nos. 414 and 424

Covered  
Taper Cap Holders



Chased		Snake	
No. 424.....	\$12.00	No. 424.....	\$15.00

Comparative sizes shown on pages 17 and 19

Full Silver Covered

Half Gold Covered

Taper and  
Cone Cap  
Holders



Pineapple  
No. 424.....\$12.00  
Also Gold Filled  
No. 0524.....\$15.00  
Solid Gold  
No. 524.....\$35.00

Rose Wreath  
No. 424.....\$12.00

Pump, Filigree, Black,  
No. 412 P.....\$5.50  
No. 414 P..... 7.50  
No. 415 P..... 9.00  
No. 416 P..... 10.00

Chased Filigree  
No. 0314..... \$8.00  
Solid Gold  
No. 314.....\$20.00

Illustrations are size of Nos. 424, 414 P and 314

Comparative sizes shown on pages 17 and 19

Half Gold

Covered

Taper Cap Holders



Plain  
 No. 0322.....\$5.00  
 No. 0324..... 7.50  
 Solid Gold  
 No. 322.....\$10.00  
 No. 324..... 15.00

Barley Corn  
 No. 0322.....\$6.00  
 No. 0324..... 8.50  
 Solid Gold  
 No. 322.....\$15.00  
 No. 324..... 20.00

Plain Wreath  
 Solid Gold  
 No. 324.....\$16.00

Chased  
 No. 0322.....\$7.50  
 No. 0324.....10.00  
 Solid Gold  
 No. 324.....\$25.00

Illustrations are size of No. 324

Comparative sizes shown on page 19

Half Gold Covered

Gold-mounted Pearl

Taper Cap  
Holders



Rose Wreath  
Solid Gold  
No. 324.....\$25.00



Golph  
No. 0324.....\$10.00  
Solid Gold  
No. 324.....\$25.00



Puritan  
No. 0324.....\$10.00



Pearl  
Gold Mounted  
No. 622 G.M.....\$6.00  
No. 624 G.M..... 7.50  
Also in Cone Cap style  
No. 612 G.M.....\$6.00  
No. 614 G.M..... 7.50

Illustrations are size of Nos. 324 and 624

Comparative sizes on page 19



Full Gold

Covered



Straight  
Holders



Golph  
 No. 0502..... \$10.00  
 No. 0504..... 15.00  
 Solid Gold  
 No. 504..... \$40.00

Puritan  
 No. 0502..... \$10.00  
 No. 0504..... 15.00

Repoussé  
 Solid Gold  
 No. 504..... \$40.00

Rose  
 Solid Gold  
 No. 504..... \$45.00

Illustrations are size of No. 504

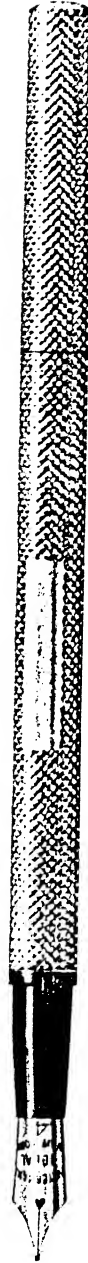
Comparative sizes shown on page 18

Full Gold

Covered



Straight Holders



Plain  
 No. 0502..... \$7.50  
 No. 0504.....10.00  
 Solid Gold  
 No. 504.....\$25.00

Plain Wreath  
 Solid Gold  
 No. 504.....\$26.00

Barley Corn  
 No. 0502..... \$9.00  
 No. 0504..... 12.00  
 Solid Gold  
 No. 504.....\$30.00

Chased  
 No. 0502.....\$19.00  
 No. 0504..... 15.00  
 Solid Gold  
 No. 504.....\$35.00

Illustrations are size of No. 504

Comparative sizes shown on page 18

Full Gold

Covered



Grecian  
Solid Gold  
No. 504.....\$45.00



Filigree, Black  
No. 0512.....\$10.00  
No. 0514..... 12.50  
No. 0515..... 15.00  
No. 0516..... 18.00  
Solid Gold  
No. 514.....\$25.00  
No. 515..... 30.00  
No. 516..... 40.00

Straight,  
Cone and  
Taper Cap  
Holders



Chased Filigree  
No. 0514.....\$15.00  
Solid Gold  
No. 514.....\$35.00



Pansy  
No. 0524.....\$15.00  
Solid Gold  
No. 524.....\$35.00

Illustrations are size of Nos. 504, 514 and 524

Comparative sizes shown on pages 17, 18 and 19

Taper Cap Holder

Cone Cap Holders



Colonial  
Solid Gold  
No. 322.....\$12.00



Mounted  
Styles

Colonial  
Silver  
No. 412, \$8.00 No. 414, \$9.50  
Solid Gold  
No. 514.....\$45.00  
Half Mounted—Silver  
No. 212, \$5.00 No. 214, \$6.50  
Half Mounted—Solid Gold  
No. 314.....\$20.00



Majestic  
No. 0512.....\$15.00  
No. 0514..... 16.50  
Solid Gold  
No. 514.....\$55.00

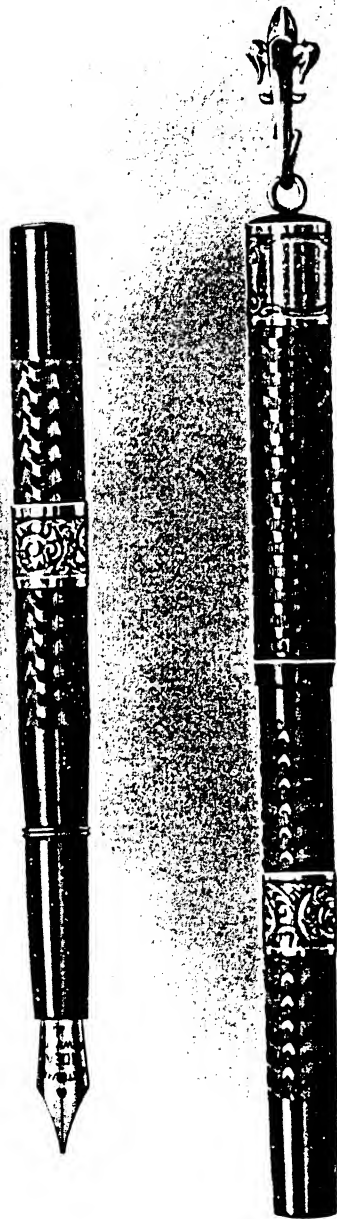


Plain  
No. 0512.....\$8.50  
No. 0514..... 10.00  
Solid Gold  
No. 514.....\$30.00

Illustrations are size of  
No. 322 and No. 514

Comparative sizes shown on pages 17-19

# Waterman's Ideal Fountain Pen



## Chatelaine Pen

A most practical style for ladies' use. Can readily be carried pinned to the dress; is always convenient and ready to write by unscrewing the barrel from the cap. If desired the cap also may be slipped off of the lip of the neat little, fleur-de-lis design, gold pin to which it is attached.

Made in 6 sizes, each with 2 gold bands.

Prices include pins.

No. 12 G.M. Chatelaine.....	\$5.00
No. 14 " " .....	7.00
No. 15 " " .....	8.50
No. 16 " " .....	9.50
No. 17 " " .....	11.00
No. 18 " " .....	12.00

Name plate on top band for engraving.

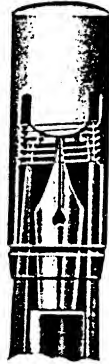
Illustration is size of No. 14. Comparative sizes shown on page 17.

## Safety Pen

A style that can be carried in any position, upside down, right side up, side ways or end ways, and cannot spill.

All the superior features and patented parts in the regular Waterman's Ideals are combined in this fountain pen, in addition to it being so made that the gold pen conveniently screws back into the barrel permitting the cap to screw down on the open end and positively seal the barrel.

An excellent style for ladies' use as they may be carried in purse, hand-bag or trunk with perfect safety. A general traveling style of fountain pen.

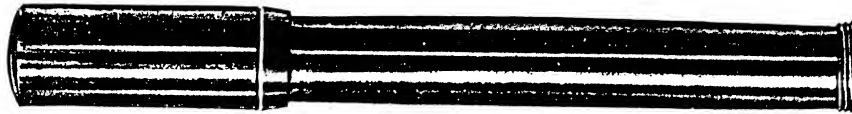


Showing how it is sealed when closed



Showing how it is sealed when open

Made in 3 styles and 6 sizes as described, with increasing ink capacities and sizes of gold pens.



Actual size No. 12, Vest Safety, Plain—closed  
This style in the 3 sizes shown

No. 12 v.s. (4¼ in.) .....\$3.00	No. 14 v.s. (4¾ in.).....\$4.00	No. 15 v.s. (4½ in.) .....\$5.00
No. 12 s. (5 in.).....\$3.00	No. 14 s. (5¼ in.).....\$4.00	No. 15 s. (5¼ in.).....\$5.00

Also in long sizes  
Made in Plain, Chased, Mottled and Cardinal



Actual size No. 14, Vest Safety, G.M.—open  
This style in the 3 sizes shown

No. 12 v.s.G.M. (4¼ in.).....\$4.00	No. 14 v.s.G.M. (4¾ in.).....\$5.00	No. 15 v.s.G.M. (4½ in.) ..... \$6.00
No. 12 s.G.M. (5 in.).....\$4.00	No. 14 s.G.M. (5¼ in.) .....\$5.00	No. 15 s.G.M. (5¼ in.) ..... \$6.00

Made with 2 gold bands, Chased (as shown), or Plain, and with 1 Plain middle band



Actual size No. 415, Vest Safety, Filigree—open  
This style in the 3 sizes shown

No. 412 v.s. (4¼ in.) ..... \$5.50	No. 414 v.s. (4¾ in.).....\$7.00	No. 415 v.s. (4½ in.) .....\$8.50
No. 412 s. (5 in.) .....\$5.50	No. 414 s. (5¼ in.) .....\$7.00	No. 415 s. (5¼ in.) .....\$8.50



Open  
Plain Check Book Pen  
(Actual size)



Closed

### Check Book Pen

A perfect Waterman's Ideal, in miniature, which has met with great favor. Designed as a convenient size for vest pocket or purse use, for handiness in signing checks or making notes, or for compact combination with diary or pocket memorandum book.

In three styles

- Plain Black .....\$2.50
- Plain Cardinal ..... 2.50
- Filigree Mounted..... 5.00

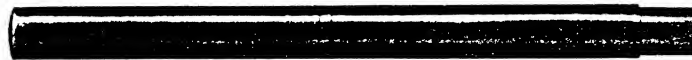


Closed



Open

Filigree Check Book Pen  
(Actual size)



The Baby Pen—actual size. \$2.50

### The Baby Pen

A perfect little Waterman's Ideal which is very satisfactory for general use where a small pen is required. A splendid style for children's use. One which is extensively used for birthday or christening gifts.

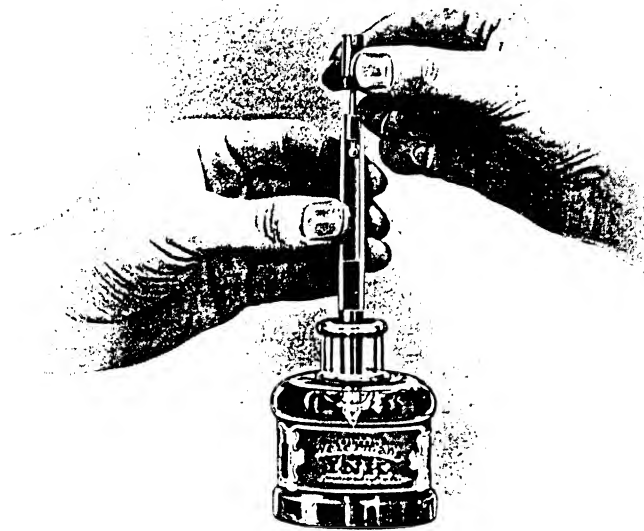
## Pump-Filling Styles

**A** SELF-FILLING style of perfect action, without any complicated parts. Of the highest quality and finest manufacture, which the trade-mark guarantees.

In all the styles illustrated on page 25, and Filigree on page 36.

There are no soft rubber parts to be affected by acids in the ink.

The pump-filling pen is filled without the use of a dropper, by simply unscrewing the butt end of the holder, and, after inserting



Operation of Filling

the pen point in ink, slightly oscillating the small plunger. The ink is drawn right up into the barrel. When filled, the end may be readily screwed on again. The same operation, using water, cleans the inner parts of the pen. The small slot at the butt end (see page 25) permits a coin to be inserted for use in unscrewing the part easily.

Made with all styles and sizes of gold pens, and fitted with the superior Spoon Feed.

Made also with gold band on cap, at prices \$1.00 higher than the plain styles shown on page 25.



## Secretary Pen

This fountain pen is adapted particularly as a dainty style for library and writing desk purposes. Delicate, yet very strong and durable, and of that fineness and pattern which make it so popular and appropriate. Many writers find great permanent convenience in a small pen of this kind. A perfect and complete Waterman's Ideal of a de Luxe style for general use and particularly appropriate for ladies. In one size only and of the several styles shown below.

(Illustrations actual size)



The Secretary Pen is of the regular Cone Cap style in reduced size



No. 12½ Chased .....\$2.50  
Also made in plain and mottled



No. 12½ G. M. .... \$3.50  
Also with chased bands or one middle band

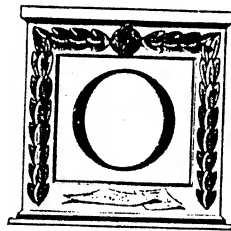


No. 512½ Colonial ..\$23.50  
(Solid Gold)

Other styles of the Secretary Pens are:

No. 12½ I Solid Gold middle band .....	\$5.00	No. 312½ Colonial, ½ gold covered .....	\$15.00
No. 212½ Colonial, ½ silver covered .....	5.00	No. 312½ Barleycorn, ½ gold covered .....	18.00
No. 412½ Filigree, full silver covered.....	5.00	No. 512½ Filigree, full gold covered.....	23.50
No. 412½ Colonial, full silver covered.....	8.00	No. 512½ Barleycorn, full gold covered.....	25.00
No. 0512½ Plain, full gold-filled covered.....	\$6.50		

For description see pages 15 and 16. For styles of mounting see foregoing pages.



For all the occasions that present themselves from the first to the last day of every passing year there is positively no other one article, among the staples of the world, that affords as useful, beautiful and appropriate a gift as a fountain pen. It is a lasting reminder of the giver, and in the hands of the receiver, is an object of great pride, whether in the possession of a youth or an elder.

That the standard quality, which has been recognized the world over for a quarter century, increases the value of the pen, to the receiver, is acknowledged by the donor in his selection of a Waterman's Ideal at an agreeable cost.

The gibes and slings of old have ceased where Waterman's Ideals are known, and their distribution continues to grow year after year to permanently supplant all other tools for handwriting purposes.

The appropriateness increases with the consistency in preparation.

For College Students, Lodge Members or Fraternal Orders the Emblematic Mountings are exceptionally apropos.

Provincial Emblems are also always appreciated in their home countries, by the natives or travelers.

Handsome Sets, as suggested on page 52, are, without doubt, the finest gifts for Christmas, Weddings, etc., that can be conceived.

So on, with the **Business Man**, in his every branch, there is a special pen for every purpose;

**The Professional Man;**

**The School Child;**

And last, but not least, **The Lady at Home**, or in business, is the most enthusiastic of all, in her ownership of that "dear little life companion—Waterman's Ideal."

## Emblematic Mountings

of the various Colleges, Fraternities, Lodges and Provinces, here illustrated, when mounted on a Waterman's Ideal, afford most appropriate gifts for all occasions, particularly at Lodge Installations, College Commencements, or as Tourists' Souvenirs.

The pronounced beauty of these emblems cannot adequately be reproduced, but in reality, being enameled in colors on solid gold, they are, indeed, exquisite; and when mounted on a gold band around the cap of pen they are rich beyond description.

### College Emblem Pens



Yale



Harvard



Princeton



Univ. Penna.



Univ. Mich.



Columbia



Stanford Univ.



Cornell



West Point



Vassar



Univ. of Va.



N. Y. Univ.



Annapolis

### Fraternal Orders and Clubs



Mystic Shrine



Odd Fellows



Elks



Scottish Rite



Royal Arcanum



Boost



Knights of Columbus



Blue Lodge



Knights of Pythias



Eagles



Knight Templar

### Canadian Emblems and Coats of Arms



Maple Leaf



Fleur de Lis



Winnipeg



British



Halifax



New Brunswick



St. John City, N. B.



Nova Scotia



Dominion



McGill College

All prices shown on following pages